

**Business, Marketing, and Information Technology
State Superintendent Advisory Council**

AGENDA

August 6, 2018

10:30 AM - 4:30 PM

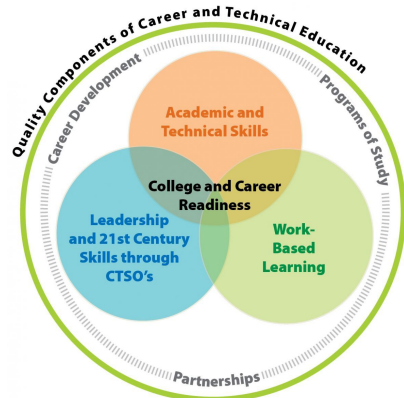
Wisconsin Technical College System
4622 University Avenue
Madison, WI 53707-7874

Toll-Free Number: (877) 820-7831

Access Code: 833205

1. 10:30 - 10:50
 - a. Welcome by:
Dave Thomas: Business & Information
Technology Education

Tim Fandek: Marketing, Management, &
Entrepreneurship Education
 - b. [Introductions](#) (please update your contact
information & indicated in Column A that you are
present), Review Agenda
 - i. Name, Title, Company/Organization
 - ii. Speed Networking
 - c. Approve Minutes ([Google Doc Version](#)) ([Web Version](#)) from February 28, 2018
Meeting ([Editable February 28 Agenda will all Comments](#))
 - i. Approved - motion by Stephanie Engelberth with second by Karla Saeger
 - d. [Presentation Slides](#) for August 2018 Advisory Council Meeting



2. 10:50 - 11:15
 - a. DPI Updates
 - i. Marketing, Management & Entrepreneurship Education
 1. [Marketing Youth Apprenticeship](#)
 - a. [Youth Apprenticeship Enrollment Dashboard](#)
 - b. [Google Map](#): Showcasing Marketing Work-Based Learning Trends
 - c. 2017-2018 Enrollment Data: [School District](#) and [Pathway Reports](#)
 2. [DECA](#)
 - a. [2018-2019 Event Calendar](#)
 - ii. Business & Information Technology Education
 1. Business
 - a. [Wisconsin Coalition for Business, Economic and Financial Literacy](#)
 - b. [Accounting Education](#)
 - c. [Personal Financial Literacy Grants](#)
 2. Information Technology
 - a. [Microsoft Imagine Academy Update](#)
 - b. [Cybersecurity Pathway Development](#)
 3. FBLA
 - a. [2018-19 Data & 2019-20 Events](#)
 - b. [Initiatives for 2019-20](#)
 - iii. Strengthening Career & Technical Education for the 21st Century Act (Reauthorization of Carl D. Perkins Vocational and Technical Education Act of 2006)
 1. [Advance CTE Legislative Summary & Analysis](#)
 - iv. [DPI Business, Marketing and Information Technology Action Plan](#)

3. 11:15 - 3:35 *12:30 Working Lunch

a. [Business Engagement](#) (11:15 - 11:40)

i. *SHORT RANGE TARGET*

1. Business Friends of Education

a. Promote [Business Friends of Education](#)

(school/district administration, professional association, company, etc)

i. <https://dpi.wi.gov/business-friends> website updated to reflect [Fall/Winter 2017](#) & [Spring 2018](#)

Recognitions

1. Career & Technical Education DPI Staff

a. Tell the Story behind the [Scoring Rubric](#) components

2. Advisory Council Member

a. Engage stakeholders about 2018-2019 Recognition opportunities that showcase Business, Marketing & Information Technology partnerships

ii. Success Stories

1. New - [Career & Technical Education Success Stories Form](#)

2. Showcase BM&IT State Superintendent Advisory Council

a. Online Presence

i. Website <https://dpi.wi.gov/bit/advisory-council>

1. [Proposed addition of profile information](#) to website.

a. Feedback

i. Change headline from Testimonials to council name

ii. Revise listing to be displayed by categories that differentiate positions on Advisory Council

iii. Council members should review the profile information and notify DPI Office Operations Associate of any

changes. Be sure to note any revisions to name, position/title.

ii. Google Community

1. [WI DPI Marketing Education / DECA / WMEA](#)
2. [WI DPI Business & IT Education / FBLA / WEBIT](#)
3. [WI DPI Personal Financial Literacy PLC](#)

ii. LONG RANGE TARGET

1. *What level of business engagement do we have in Business, Marketing and Information Technology Education?*
 - a. *How is this being currently communicated?*
 - b. *By June 30, 2020 what does this council expect to complete to enhance or create awareness about business engagement?*

<u>Career Cluster</u>	<i>Current K-12 Education Engagement Tasks</i>
Arts, A/V Technology & Communications	<i>Promoting the Radio Marketing Professional Certificate program. Starting a youth apprenticeship in marketing with broadcast stations.</i>
Marketing	<i>DCSC promoting Future Quest at AMA Conference 2018 (Sept.) AMA Madison Chapter determining teacher rate for conference and all events</i>
Education & Training	<i>"I Want to Be a Teacher Camp" - first year, summer 2018 offered at UW-Whitewater - One scholarship offered by UWW BMEA student organization and second scholarship offered by Marketing Teacher and Business Owner, Jeff McCauley (\$200 each)</i> <i>Fourth or Fifth year of DECA state event - Education and Training (typically 10 -12 competitors/year)</i> <i>Utilize the Inspire by Career Cruising to capture business and industry, communication outlet</i>

Information Technology	<i>Emphasizing impeccable ethics, importance of empathy, importance of giving back to and being part of a community. IT people are often pegged as anti-social, and it's important that we refute that stereotype and market our students as "the whole package." Modern curriculum and programming languages; transcribed credit opportunities (minus HLC challenges),</i>
Hospitality and Tourism	
Business, Management & Administration	<i>Student/teacher rate information for all 4 Wisconsin PMI chapters</i>
Finance	<i>WICPA & UW-Whitewater Explore Accounting Day, JA Day and other events with universities such as Beta Alpha Psi. WICPA sponsors a fall event for business teachers with guest speakers and workshops (and school funding grant opportunities). Engage an investment or financial analysis organization, such as CFA Milwaukee to partner for class visits or program discounts? There are lots of finance careers for non-accountants.</i>

Past Council Feedback/Strategies: LinkedIn, website, and other industry platforms are necessary to further this work. Be sure that information that would be shared with business/industry are not based in the Google Apps platform.

- b. [Curricula & Standards](#) (11:40 - 12:05)
 - i. **SHORT RANGE TARGET**
 - 1. Academic Standards
 - a. Second Semester Cohort (notice of intent to review issued: January 2019; Council Meeting: March 2019): Personal Financial Literacy (2006)
 - i. [The standards review/revision process](#)
 - ii. Future opportunities
 - 2. WISELearn
 - a. Email DPI Education Consultants information regarding instructional resources that would be of value to BM&IT courses or post the resource directly in a Google Community. Example:

Council Member	Website/Resource	Brief Description
Tim Fandek	MBA Research WISELearn Resources	State project with MBAResearch to provide resources aligned to academic standards and professional development for B&IT, MME, and CTE.

- b. [High School of Business](#)
 - i. Review High School of Business Program and determine scalability in Wisconsin
 - 1. [Wisconsin Network of HSB programs](#)
 - 2. Dual Enrollment
 - a. State role to approach post-secondary partners?
 - c. Technical Skill Attainment/Technical Incentive Grant
 - i. Complete a sample certification exam (ASK Exam) and develop a communication plan about the value of potential technical skill attainment
 - 1. [ASK Exams - identify which exam\(s\) you would be interested to take at no cost prior to next conference call.](#)
 - a. [Performance Indicators for Fundamental Business Concepts](#)
 - b. [Performance Indicators for Fundamental Marketing Concepts](#)
 - c. [Performance Indicators for Concepts of Finance](#)
 - d. [Performance Indicators for Concepts of Entrepreneurship/Management](#)
 - e. [Performance Indicators for Fundamentals of Ethics](#)
- ii. **LONG RANGE TARGET**

1. *What curricula and standards opportunities do we have in Business, Marketing and Information Technology Education?*
 - a. *How is this being currently communicated and implemented?*
 - b. *By June 30, 2020 what does this council expect to complete to enhance or create awareness about curricula and standards?*

<u><i>Career Cluster</i></u>	<i>What knowledge, skills and habits should be taught?</i>
Arts, A/V Technology & Communications	<i>Adobe Creative Cloud Suite Work ethics; Understanding that the job has to get done on time; People skills; Creativity; Takes time to work to the top; self motivated. Conflict resolution.</i>
Marketing	<i>Project management, excel, word, outlook, Analyzing data, comparing/contrasting data, communicating information to team members, soft skills, crucial conversations, adaptability,</i>
Education & Training	<i>Strengths Knowledge/Assessment; Creating positive environments for all learners, open to criticism, life-long learner, self-management and organization skills, oral communication skills, adaptive</i>
Information Technology	<i>Problem solving, soft skills, basic file management / Microsoft Office, Apple SWIFT, blockchain, conflict resolution</i>
Hospitality and Tourism	<i>Multi-channel branding</i>
Business, Management & Administration	<i>Project management, problem solving, blockchain, conflict resolution, change management, business agility</i>
Finance	<i>Excel, problem solving, financial analysis, soft skills</i>

- c. [Positioning](#) (Quality BM&IT Programs) (12:05 - 2:45)
- i. **SHORT RANGE TARGET**
 1. Review BM&IT quality program components of BM&IT
 - a. Self-Reflection (DPI samples)
 - i. [Quality B&IT Program Standards Self-Evaluation](#)
 - ii. [Quality Marketing Program Standards Self-Evaluation](#)
 - iii. [MBA Research](#)
 1. MBA Research Standard Crosswalks
 - a. [Business & Information Technology](#)
 - b. [Marketing, Management, & Entrepreneurship](#)
 2. Identify what data local programs should promote as part of an advocacy 1 pager
 - a. Student Focus
 - b. Community Stakeholder Focus (Parent, Industry, School Board, Admin)
 - i. One page data sheet template
 1. Reflect on quality program standards
 2. Request/Gather examples of locally developed materials
 3. Develop template to support educators to build one page data sheet
 - ii. **LONG RANGE TARGET**
 1. *Academic & Career Planning connections (all students in grades 6-12 are actively involved in this process)* <https://dpi.wi.gov/acp>
 - a. *District Self Reflection Tools* <https://dpi.wi.gov/acp/implementation>
 - i. *Financial Literacy is a component of ACP* <https://dpi.wi.gov/sites/default/files/imce/acp/Components%20Rubric%20OCT2016.docx>

Career Cluster	<i>How are these areas positioned in a quality BM&IT program?</i>
Arts, A/V Technology & Communications	•
Marketing	<ul style="list-style-type: none"> • <i>Analytics</i> • <i>Digital Marketing</i>
Education & Training	<ul style="list-style-type: none"> • <i>Needs to be remembered by business and marketing teachers as a career opportunity for students - one-on-one</i>

	<p><i>recruitment really helps - "Hey, I think you would be a great teacher!"</i></p> <ul style="list-style-type: none"> • <i>A quality program as a role model for a student to follow</i>
Information Technology	<ul style="list-style-type: none"> • <i>Emphasizing impeccable ethics, importance of empathy, importance of giving back to and being part of a community. IT people are often pegged as anti-social, and it's important that we refute that stereotype and market our students as "the whole package." Modern curriculum and programming languages; transcribed credit opportunities (minus HLC challenges),</i>
Hospitality and Tourism	<ul style="list-style-type: none"> •
Business, Management & Administration	<ul style="list-style-type: none"> •
Finance	<ul style="list-style-type: none"> •
Other and/or Applies to All	<ul style="list-style-type: none"> • <i>Work related opportunity (job shadow, apprenticeship, etc.)</i> • <i>Certified teachers, experienced-based, emergency license</i> • <i>Self assessing document</i> • <i>DPI does research based best-practices and launches a scale of adoption/assessment with each district to target districts needing additional support and resources and connecting with those resources</i>

d. Instruction & Proof of Learning (2:45 - 3:10)

i. **SHORT RANGE TARGET**

1. Support for teachers and student success
 - a. Example: WICPA
2. Professional Development
 - a. Identify upcoming BM&IT educator professional development opportunities and BM&IT student experiences

Council Member	Focus: Student/Educator/Both	Date	Event (Website If Available)
Waunakee HS	WISELearn--Learn the process, curate, add	Tuesday, June 19	Registration & more information coming soon. Contact

	<i>resources. Focus on adding BM&IT content.</i>		staryan@waunakee.k12.wi.us OR mmcglynn@waunakee.k12.wi.us for more information
CESA 6	WISELearn--MBA Research Learning Center and curated WISELearn resources	Thursday, June 21	Registration Information
UW-Whitewater	UWW Experienced-Based Curriculum Certificate in Business and Marketing Education	First online Workshop July 30, 2018	http://www.uww.edu/ce/workshops/professional-development/bmeexperiencebasedcertificate
WICPA	Educator (Accounting Program for Building the Profession: Advanced High School Accounting)	July 31-August 2, 2018 (Register)	https://www.startheregoplaces.com/teacher/apbp-advanced-accounting/
WMEA	Summer School Based Enterprise (SBE) Academy	August 1 - 2, 2018	Registration Agenda
AMA Madison Chapter	Moving Marketing Forward Conference	September 12, 2018	Registration now open, agenda TBA https://www.eventbrite.com/e/2018-moving-marketing-forward-conference-tickets-41606150115 Madison, WI <ul style="list-style-type: none"> I will see if we can set up an educators promo code for a reduced rate
WMEA/WEBIT	Annual Convention	October 3-5, 2019	<ul style="list-style-type: none"> draft session schedule Registration Information
Spring Updates for Business, Marketing & Information Technology Education	UW-Stout	February 8, 2019	Details coming soon from WEBIT & WMEA collaboration with UW-Stout.

ii. *LONG RANGE TARGET*

<u><i>Career Cluster</i></u>	<i>What support do we have for instruction and proof of learning?</i>
Arts, A/V Technology & Communications	<ul style="list-style-type: none"> • <i>FBLA & DECA</i> • <i>Youth Apprenticeship</i>
Marketing	<ul style="list-style-type: none"> • <i>FBLA & DECA</i> • <i>Youth Apprenticeship & Cooperative Education</i> • <i>Young Entrepreneur of the Year Recognition Program</i> • ASK Exams • High School of Business (Can we get post-secondary level to award credit)
Education & Training	<ul style="list-style-type: none"> • <i>FBLA & DECA</i>
Information Technology	<ul style="list-style-type: none"> • <i>FBLA & DECA</i> • <i>Youth Apprenticeship & Cooperative Education</i> • <i>CyberSecurity Pathway Development</i> • <i>Imagine Academy</i> • <i>CWITA, NEW IT Alliance,</i>
Hospitality and Tourism	<ul style="list-style-type: none"> • <i>FBLA & DECA</i> • <i>Youth Apprenticeship & Cooperative Education</i>
Business, Management & Administration	<ul style="list-style-type: none"> • <i>FBLA & DECA</i> • <i>Cooperative Education</i>
Finance	<ul style="list-style-type: none"> • <i>FBLA & DECA</i> • <i>Youth Apprenticeship & Cooperative Education</i> • <i>WICPA/AICPA Summer Training & Fall Symposium</i> • <i>Junior Achievement/Fox Valley Technical College</i>

e. Leadership Network (3:10 - 3:35)

i. *SHORT RANGE TARGET*

1. Review/Update BMIT State Superintendent's Advisory Council Purpose Statements

a. <https://dpi.wi.gov/bit/advisory-council>

2. Increase awareness about the professional associations related to BM&IT and support dissemination of advisory council initiatives to professional members

- a. [WMEA & WEBIT \(Convention\)](#)

- i. [WEBIT/WMEA Exhibitor Registration Form](#)

- ii. [2018 Annual Convention-Western Tech WEBIT & WMEA Presenter Proposal](#)

- ii. **LONG RANGE TARGET**

**tabled this feedback to a future council discussion.*

Career Cluster	<i>BM&IT leadership networks (educational foundations)</i>
Arts, A/V Technology & Communications	
Marketing	
Education & Training	
Information Technology	
Hospitality and Tourism	
Business, Management & Administration	
Finance	

4. 3:35 - 4:00

- a. Questions & Next Steps
 - b. Today's Takeaways
 - c. Expense Vouchers
 - d. Doodle Future Meeting Dates

2018-2019 Meeting Reminders:

Tuesday, November 13 (Teleconference 8:30 - 10:30 AM)

Tuesday, February 12 (Teleconference 8:30 - 10:30 AM)

Tuesday, May 14 (Teleconference 8:30 - 10:30 AM)

Wednesday, August 7 (Tentative Date: In-Person Annual Meeting)